

**IURC News Release**  
**Indiana Utility Regulatory Commission**  
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## **Indiana Utility Regulatory Commission Rules on Competitive Telephone Issues**

Today, the Indiana Utility Regulatory Commission (IURC) took significant steps to establish equity between local exchange (wireline) carriers and existing competitors in Indiana while maintaining adequate protections for emerging companies.

In Cause No. 42530, the Commission looked specifically at competitive issues such as Customer Service Offerings (CSOs), Winback Offers and Bundles and Packaging. Companies' use these methods attract new customers, retain current customers and persuade former customers to return. The IURC recognizes the market benefits to customers, the necessity of maintaining choice and customer service.

The order reduces some of the requirements for incumbent carriers while at the same time standardizing reporting requirements. As a result of this order, all local exchange carriers which offer customers services that vary from standard offerings are required to provide a copy of those customer agreements to the Commission.

This order establishes price floors so no company can price customer offerings below cost, and requires competitors to provide the same type of cost studies previously required only of incumbent carriers as proof.

In this cause there was anecdotal information presented about telephone competition in specific markets, but there is insufficient evidence to determine where and for what customer classes "full, robust and fair" facilities based competition exists.

As the next step toward further deregulation of local telephone companies, the Commission is also opening a new investigation to examine the markets, types of services offered and customer awareness of those options across the state.

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